

## ABSTRACT

Responsive to image data of three colors, six hue data are obtained, and then first comparison-result data each relating to one of the six hues, and second comparison-result data each relating to one of the six inter-hue areas are obtained. Matrix calculation is performed on the first comparison-result data, and the second comparison-result data, using coefficients. By varying the coefficients, adjustment can be made to only the target hue or inter-hue area, without affecting other hues and inter-hue areas. Thus, the six hues and six inter-hue areas can be varied independently, and the large-capacity memory is not required. The coefficients used for the matrix calculation are stored in a storage, which can be set and altered by the use of a setting unit.